

GRAPHICS/PLANNING TECHNICIAN

DEFINITION

Under general supervision, prepares graphics, illustrations, marketing collateral, brochures, pamphlets, applications, forms, publications, web graphics and other visual aides using a variety of techniques; provides compilation and maintenance of miscellaneous zoning and planning-related written and visual data; and supports Citywide departments in creating outreach materials, advertisements, and publications for special projects.

DISTINGUISHING CHARACTERISTICS

This is a journey technical level position in which incumbents are expected to independently perform the full range of duties assigned. Incumbents prepare publications, marketing materials, web graphics, and perform routine technical planning duties, such as dispensing zoning information, maintaining various maps, databases, and files. Incumbents must be able to work independently, complete tasks quickly and efficiently, prioritize tasks and adapt to changing priorities, and be self-motivated.

SUPERVISION RECEIVED

General supervision is provided by professional and/or supervisory Planning Division staff.

SUPERVISION EXERCISED

May provide technical or functional direction to clerical staff.

ESSENTIAL DUTIES

Duties may include, but are not limited to the following:

Works with various departments to design, produce and help distribute published marketing material promoting City events and services.

Produces original illustrations and infographics to aid in visual storytelling efforts and communication programs.

Retouches and color corrects photography for use in city media efforts.

Assists with planning, preparation and implementation of social media campaigns (i.e. Facebook and Twitter) across departments for major projects.

Assists Citywide departments in the planning, production and implementation of public outreach efforts; provides support to various City departments in online community outreach and social media messaging.

ESSENTIAL DUTIES (continued):

Provides assistance in the layout and production of City newsletters and communications.

Takes, edits, stores, and catalogs photographs for use in current projects as well as future needs.

Maintains up-to-date Geographic Information System data, maps and related land use documents; and as directed, visits various sites for field verification of land use data.

Designs and prepares artwork, graphics, signs, illustrations, maps, handouts, and other visual aids using GIS and graphic design software for staff reports, publications, presentations, and other community outreach efforts.

Produces materials for printing in-house or by outside printers.

Conducts field surveys, gathering information related to land use planning for inclusion on maps, graphs and reports, and maintains photographic or other records of such data.

Prepares and maintains zoning, general plan and other base maps working from a variety of data sources.

Obtains and edits land use data from field surveys, building permits, County Assessor's reports, approved parcel and subdivision maps and other source documents from sources inside and outside the City.

Prepares public notifications using GIS, graphic design software for production in-house and by outside vendors.

Responds to questions from the public and City staff regarding Census data and County Assessor data. Performs related work as necessary.

JOB RELATED AND ESSENTIAL QUALIFICATIONS

Knowledge of:

Adobe Creative Suite.

Basic mathematics as it relates to mapping, graphic design, and print production.

English grammar, writing and communication skills.

Principles of and current techniques for preparing artwork, graphics, signs, illustrations, maps, handouts and other publications.

JOB RELATED AND ESSENTIAL QUALIFICATIONS (continued):

Knowledge of (continued):

Productive use of computer equipment and common software applications.

Ability to:

Design, render and produce maps, drawings, sketches, publications, charts, spreadsheets, and other visual aids using freehand techniques and GIS and graphic design.

Exercise creativity and good judgment in producing thoughtful, engaging visual materials.

Prepare, update and maintain maps, files, and records effectively and efficiently.

Effectively use computers for graphics and create word processing documents.

Work independently and effectively prioritize work.

Work under pressure and adapt to shifting priorities.

Establish and maintain effective working relationships with City staff, vendors, and the general public.

Effectively communicate verbally and in writing.

Accurately perform basic mathematical calculations.

Read and interpret maps, site plans, and blueprints.

EDUCATION AND EXPERIENCE

Any combination equivalent to experience and education that could likely provide the required knowledge and abilities would be qualifying. A typical way to obtain the knowledge and abilities would be:

Experience: Two (2) years of experience in graphic design, computer-aided drafting or GIS. Experience working in a municipal planning department is desirable.

Education: Possession of an Associate's Degree with coursework in GIS, Graphics, Graphic Design, Architecture, or Cartography, or a related field, or the equivalent in work experience.

EDUCATION AND EXPERIENCE (continued):

Licenses and Certificates: Possession and maintenance of a valid California Class C Driver's License is required.

SPECIAL REQUIREMENTS

Essential duties require the mental and/or physical ability to: work in a standard office environment and use standard office equipment and current software; to grasp, perform repetitive hand movements and fine coordination to prepare documents and data using a computer keyboard and mouse/trackball; sit for prolonged periods of time; walk, stand, crouch, reach, twist, turn, kneel, bend, squat, stoop and safely lift and move equipment and materials weighing up to 35 pounds; converse by telephone, by email, in person, and to small or large groups and be clearly understood; read and comprehend legal, technical and complex documents; interact with the public and all different levels of City staff in an effective and professional manner; and safely drive to various locations throughout the City and County to fulfill assigned duties. Essential functions must be performed with or without reasonable accommodations.

PROBATIONARY PERIOD: One (1) year

T300CS00

Created: May 2000

Revised: July 2013

Revised: January 2016

AAP STATUS: 5

FPPC STATUS:

FLSA: Non-exempt